

D. J. Case & Associates, Inc.

317 E. Jefferson Blvd.
Mishawaka, IN 46545
www.djcase.com



Engaging People in Conservation

Tel 574-258-0100
Fax 574-258-0189



Federal Supply Service *Authorized Federal Supply Service Price List*

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA *Advantage!*, a menu-driven database system. The INTERNET address for GSA *Advantage!* is <http://www.GSAAdvantage.gov>.

Professional Services Schedule Contract

- **Advertising and Integrated Marketing Solutions, SIN 541**
- **Business Consulting/MOBIS, SIN 874.1**

Contract Number: GS-23F-0030S

For more information on ordering from Federal Supply Schedules click on the FSS Schedules at <http://www.fss.gsa.gov>.

Contract Period:

November 18, 2015 to November 17, 2020

Contact for Contract Administration:

Bonnie S. Stewart, Business Manager
Rick Clawson

Business Size: Small

Prices Shown Herein are Net (discount deducted)

Prices are inclusive of the Industrial Funding Fee of 0.75%

Supplement Number:

Not Applicable

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November 1, 2016

Customer Information

1. Table of Awarded Special Item Numbers (SINs):

541-1 / 541-1RC	Advertising Services
541-2 / 541-2RC	Public Relations Services
541-3 / 541-3RC	Web Based Marketing Services
541-4A / 541-4ARC	Market Research and Analysis Services
541-4B / 541-4BRC	Video/Film Production Services
541-4C / 541-4CRC	Exhibit Design and Implementation Services
541-4D / 541-4DRC	Conference Events and Trade Show Planning
541-4F / 541-4FRC	Commercial Art and Graphic Design Services
541-5 / 541-5RC	Integrated Marketing Services
541-1000 / 541-1000RC	Other Direct Costs
874-1 / 874-1RC	Integrated Consulting Services

See table below for labor rates.

Labor Category	Price/Unit
Account Manager	\$103.41
Project Manager	\$103.41
Meeting Facilitator	\$103.41
Assistant Project Manager	\$96.52
Public Relations Specialist	\$92.58
Media Relations Specialist	\$92.58
Copy Writer	\$92.58
Videographer	\$92.58
Photographer	\$92.58
Web Designer	\$92.58
Editor	\$92.58
Translator	\$92.58
Communications Specialist	\$92.58
Graphic Designer	\$92.58
Project Administration Specialist	\$49.24
Other Direct Costs	
Rental Facility	\$1,535

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The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor WD Number(s) identified in the SCA matrix. The prices offered are based on the preponderance of where work is performed and should the Contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination No
Translator	30110 Foreign Language Translator	2005-2197
Project Administration Specialist	01113 General Clerk III	2005-2197

2. **Maximum Order: \$1,000,000**
3. **Minimum Order: \$100**
4. **Geographic coverage (delivery area): Domestic delivery only.**
5. **Point of production: Mishawaka, St. Joseph County, Indiana**
6. **Discount from list prices: Prices shown in price list are net, all discounts deducted.**
7. **Quantity discounts: None**
8. **Terms: Prompt Pay**
9. **Government purchase cards will be accepted above or below the micro-purchase threshold.**
10. **Foreign items (listed by country of origin): None**
- 11a. **Time of delivery: From date of award to date of completion**
- 11b. **Expedited delivery: Items available for expedited delivery are noted in this price list.**
- 11c. **Overnight and 2-day delivery: Not applicable.**
12. **F.O.B. point(s): Destination**
- 13a. **Ordering Address:**
D.J. Case & Associates, Inc.
317 E. Jefferson Blvd. | Mishawaka, IN 46545
Phone: 574-258-0100 Fax: 574-258-0189
Email: dave@djcase.com
- 13b. **Ordering procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage (fss.gsa.gov/schedules)**

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14. Payment Address: 317 E. Jefferson Blvd., Mishawaka, IN 46545
15. Warranty provision: Not applicable
16. Export packing charges: Not applicable.
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Accept under same terms and conditions as under micro-purchase level.
18. Terms and conditions of rental maintenance, and repair: Not applicable
19. Terms and conditions of installation: Not applicable
20. Terms and conditions of repair parts: Not applicable
- 20a. Terms and conditions for any other services: Not applicable
21. List of service and distribution points: Not applicable
22. List of participating dealers: Not applicable
23. Preventative maintenance: Not applicable
- 24a. Special attributes such as environmental attributes: Not applicable
- 24b. Section 508 Compliance for EIT: www.djcase.com
25. Data Universal Number System (DUNS) number: 968658435
26. Notification regarding registration in Central Contractor Registration (CCR) database: *D.J. Case & Associates is registered with the SAMS database: 050L1.*

Labor Descriptions:

Account Manager	<p>Account manager serves as primary business contact for the client and is responsible for client satisfaction. Additionally, he is the lead project manager on any project.</p> <p>Education: Bachelor's Degree, plus successful training in and/or equivalent years of experience in successful project or business management is preferred.</p> <p>Experience: Minimum of 5 years</p>
Project Manager	<p>Project managers may have the responsibility of the planning, execution, and closing of any project under the direction of the Principal/Director/Account Manager. Project Managers may also be Account Managers in situations where they are the primary business contact.</p> <p>Education: Bachelor's Degree, plus successful training in and/or equivalent years of experience in group dynamics, group communication, or facilitation.</p> <p>Experience: Minimum of 3 years</p>

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Meeting Facilitator	<p>Meeting facilitators' role is to work with group processes to ensure the designing and running of successful meetings through achieving a high degree of consensus.</p> <p>Education: Bachelor's Degree</p> <p>Experience: Minimum of 2 years</p>
Assistant Project Manager	<p>Under the direction and coordination of executive staff or project manager, he may assist with general project coordination, staff assignments, and management tasks, such as planning, execution and closing of any project.</p> <p>Education: Bachelor's Degree, ideally in Communications, PR or other related field, plus a strong background in conservation/natural resources issues.</p> <p>Experience: Minimum of 2 years</p>
Public Relations Specialist	<p>Public Relations Specialist works in public message development and communications planning and consultation for the functions of communication, customer relations, government affairs, media relations, non-legal mediation, and visitor relations.</p> <p>Education: Bachelor's Degree</p> <p>Experience: Minimum of 2 years</p>
Media Relations Specialist	<p>Media Relations Specialist works in public message development and communications planning and consultation for the functions such as communication, customer relations, government affairs, and visitor relations through media planning and media coordination.</p> <p>Education: Bachelor's Degree</p> <p>Experience: Minimum of 2 years</p>
Copy Writer	<p>Copy Writer provides verbal or textual content for various projects such as web content, technical manuals, educational materials, video scripting, etc.</p> <p>Education: Associates Degree</p> <p>Experience: Minimum of 2 years</p>
Videographer	<p>Responsible for coordinating video/multimedia productions and timelines. Some scriptwriting and production planning, as well as capture/recording moving images and sound on tape, disk, other electro-mechanical device, or broadcasting live. Also responsible for editing audio and video, creating relevant graphics and animation, and rendering final copies for client usage.</p> <p>Education: Degree or certificate from accredited trade school or equivalent experience</p> <p>Experience: Minimum of 3 years</p>
Photographer	<p>Photographer is responsible for taking still photos for use in projects.</p> <p>Education: Degree or certificate from accredited trade school or equivalent experience</p> <p>Experience: Minimum of 3 years</p>
Web Designer	<p>DJCA web designers and web developers have the responsibility of designing and developing web sites for client Internet or intranet usage.</p> <p>Education: Bachelor's Degree</p>

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Editor	<p>Experience: Minimum of 2 years</p> <p>Editors select and prepare language, images, sound, video or film through processes of correction, condensation, organization, and other modifications in various media.</p> <p>Education: Degree or certificate from accredited trade school or equivalent experience</p>
Translator	<p>Experience: Minimum of 3 years</p> <p>Translator communicates the client's message into another language through written or spoken word as may be found in text or visual delivery.</p> <p>Education: Degree or certificate from accredited trade school or equivalent experience</p>
Communications Specialist	<p>Experience: Minimum of 2 years</p> <p>Communications specialist conceives of and writes communication of all types to meet client and project target goals and audiences, including, but not limited to brochures, direct mailings, booklets, advertisements, newsletters and scripts and can also provide consultation to clients on communications planning and recommended execution.</p> <p>Education: Degree or certificate from accredited trade school or equivalent experience</p>
Graphic Designer	<p>Experience: Minimum of 2 years</p> <p>Graphic designer assembles images, typography or motion graphics to create a piece of accessible, memorable design for published, printed or electronic media.</p> <p>Education: Bachelor's Degree</p> <p>Experience: Minimum of 3 years</p>
Project Administration Specialist	<p>Project Administration Specialist investigates various areas to establish facts for the use of project leaders and for the benefit of the client.</p> <p>Education: Degree or certificate from accredited trade school or equivalent experience</p> <p>Experience: No Minimum</p>

Company Description:

Engaging People in Conservation. Since 1986, D.J. Case & Associates has specialized in natural resources communications.

We work with state and federal natural resources agencies and organizations. We are a full-service public relations firm specializing in natural resources communications. We are wildlife and fisheries biologists, foresters, marketing and public relations experts, human dimensions researchers, public consent facilitators, writers, video producers, website designers, graphic artists – and more! We speak the language of science and communications.

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Most importantly, we are partnership builders, integrating public relations, education and public involvement into cohesive communications solutions for natural resources agencies and organizations.

Our tools include a cutting-edge suite of outreach strategies. Our goal is always to help you implement positive, measurable communications efforts that further your natural resources conservation goals.

Contact us to see how we can help YOU.